



Australian Government

Department of the Environment and Energy
Australian Antarctic Division



AUSTRALIAN
ANTARCTIC
PROGRAM

Media and Communications Attribution



Congratulations on being selected to take part in the Australian Antarctic Program.

The [Australian Antarctic Program](#) encompasses all projects undertaken by any organisation in Antarctica and supported either financially, logistically or in-kind by the Australian Antarctic Division.

The Australian Antarctic Division leads the [Australian Antarctic Program](#) on behalf of the Australian Government.

The [Australian Antarctic Program](#) brand makes it simpler and clearer for the media and public to understand that all research projects in the region are part of a coordinated scientific endeavour.

The Australian Antarctic Division's Media Team is responsible for promoting scientific research supported by the [Australian Antarctic Program](#) on the continent, in the sub-Antarctic and in the Southern Ocean.

This document outlines how to undertake media activities about your research, including traditional and social media outreach.

Protocol

If you are planning media or social media activities for work supported through the Australian Antarctic Program, you should:

- Contact the Australian Antarctic Division's Media Team at media@aad.gov.au to let them know your plans and share ideas.
- Mention the Australian Antarctic Program and use the logo (available from the AAD Media Team).
- Share draft media releases/posts between the organisations involved prior to publication.
- The Australian Antarctic Division may provide supporting vision which must be attributed in all usage.
- In social media activity, we would appreciate if you can tag the Australian Antarctic Division. [#AusAntarctic](#) @AusAntarctic
- Share images and vision of any fieldwork with the Australian Antarctic Division for image database, *Image Antarctica*, or further media distribution.